

**SERVER-CENTRIC CUSTOMIZED INTERACTIVE PROGRAM GUIDE IN
AN INTERACTIVE TELEVISION ENVIRONMENT**

ABSTRACT OF THE DISCLOSURE

5 Techniques to create, generate, and deliver customized interactive program
guide (custom-IPG). In one method, selections indicative of a set of channels to be included
in the custom-IPG are received. In response, one or more custom-IPG screens having
included therein the set of selected channels are rendered at a head end. The custom-IPG
screens can be formed as subsets of the regular IPG screens, or as new screens. The rendered
10 custom-IPG screens are provided from the head end to a set top terminal upon receiving a
viewer request for the custom-IPG. Command indicative of a particular location at which to
overlay the custom-IPG screens may also be received. In this case, the custom-IPG screens
are re-rendered at the indicated location. The custom-IPG screens can be overlaid on a video
sequence provided on a particular channel, which can be the channel currently being viewed,
15 the channel used to carry regular program guide, or a channel that is independent of the
channels used to carry regular programming and program guide. For example, either the
custom or regular IPG can be provided on the program guide channel, depending on the
viewer's selection.

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